

# New Look Branding for Revitalised Devon and Plymouth Chamber of Commerce

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January 14, 2019

The wraps were off the new branding for the renamed Devon and Plymouth Chamber of Commerce today (Friday 11<sup>th</sup> January), when the organisation's chiefs joined Plymouth City Council leader Councillor Tudor Evans on Plymouth Hoe to unveil the logo from the top of a Plymouth Citybus vehicle.



Stuart Elford, Chief Executive of Devon and Plymouth Chamber, said:

“The launch of our new brand design is about much more than just a new logo; it is representative of the journey we are on that has seen a refreshed board, a new premises and CEO, an enhanced events programme and increased lobbying activities on behalf of our businesses in the city, county and region.

It also demonstrates the investment we are making in additional resources and the improvements to our offer that will add further value to our members. Thanks to the brilliant brand designer Anna Bailey of Freeway Projects for so cleverly capturing two centuries of our history, geographically positioning the Chamber and giving a nod to our accreditation by British Chambers of Commerce, all while presenting a modern and fresh brand that is fit for the leading business organisation in the region.”

Anna Bailey, Freeway projects commented:

“Working closely with the Chamber team has been a great experience and I am proud to have had the opportunity to be involved in this exciting and prestigious project”. The design requirement was to ‘modernise the brand without losing the history but to show a new dawn’.

The iconic logomark represents the synergy between Devon and Plymouth, with the letter “D” for Devon having a “P” for Plymouth inside it. The stalk and leaf act as a reference to the British Chamber of Commerce accredited network of which the Chamber is a part.

It was decided to keep the existing colours, turquoise and black, as they are both strong and have links to the existing brand, but I introduced more white space into the new designs to give the new logo identity a ‘lighter’ feel overall.

We retained the Chamber’s strapline “Connect, Grow, Succeed” as it represents and supports the brand promise to all its members to provide business solutions – although we intend that the logomark’s strong and simple aesthetic means that in time it will be instantly recognisable on its own.”

Councillor Evans commented on the new logo:

“It’s a fantastic logo. It’s been done by a Plymouth firm, Anna Bailey of Freeway Projects and I think it’s great. It reflects the heritage of both Devon and Plymouth, brought together in the Chamber, and I would like to wish it and the Chamber well for the future.”

The new logomark will be utilised from Monday 14<sup>th</sup> January and will be made available to Chamber members.

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